



CHANNEL INSIGHTS

MIDDLE EAST

MEDIA KIT

Channel Insights Partner Innovation & Marketing Awards 2024

EVENTS

Venue: TBD
Date: November 2024

Published by Insight Media Middle East, Channel Insights is the region's premier publication that places the spotlight on the ever-dynamic partner community of value-added resellers, value-added distributors, solutions providers, retailers, systems integrators, born-in-the-cloud and digital-first players.

The partner business is continuously evolving and challenged by many issues, some age-old while others are brought on by the ongoing digital revolution. Key ones include low margins, cash flow, training and skills development, keeping up with digitalisation demands, leveraging value-as-a-service models, embracing emerging technologies like AI, digital twins, machine learning, IoT, 5G and so on, and ensuring business continuity in a volatile market.

Channel Insights provides 360-degree view of today's increasingly digital landscape from the eyes of the regional partners. It presents channel decision-makers with the latest updates on new trends and technologies, market developments, industry news and analysis, product and solution launches, success stories from ICT leaders and so on.

Through engaging quality content, the publication is regional channel partners' go-to for insights, guidance, learnings, and market knowledge as well as a leading platform to showcase their innovation and transformation.

The IT channel business is not what it was 10 years ago – to thrive and grow in today's cloud-led and accelerated digital transformation business landscape, partners not only must have sound business acumen but also a long-term innovation vision. Channel Insights aims to play a key role in empowering regional channel partners with unique knowledge to chart out this vision and help fuel their businesses to the modern era.



CORE AUDIENCE

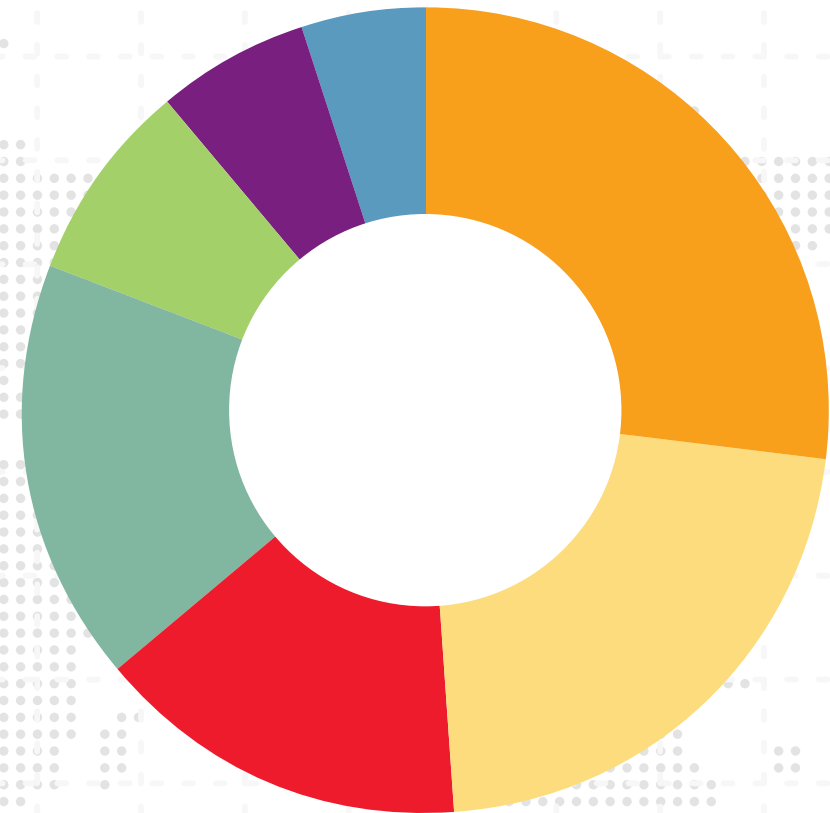
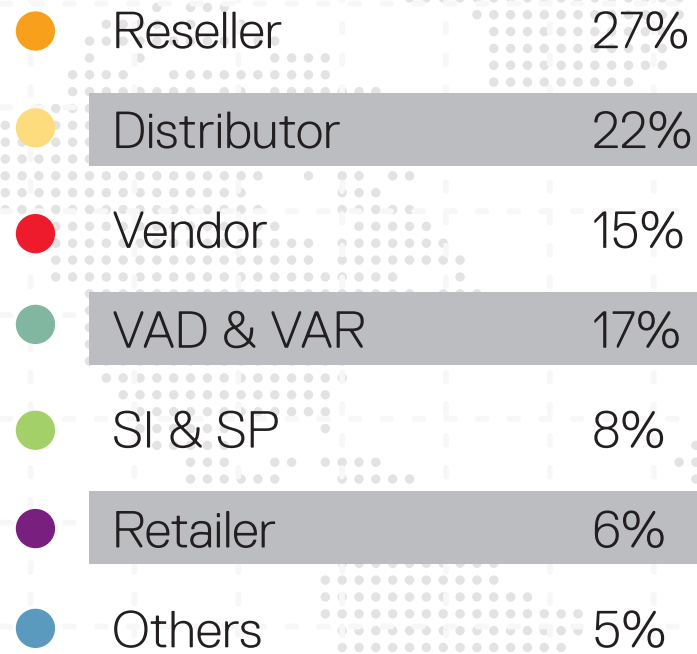
Channel Insights reaches all the influential stakeholders in the Middle East partner business with a captive audience of around 10,500 database members.

With deep insights into ICT partner businesses, technology vendors, products and services, we help channel decision-makers and thought leaders make important partner strategy decisions.

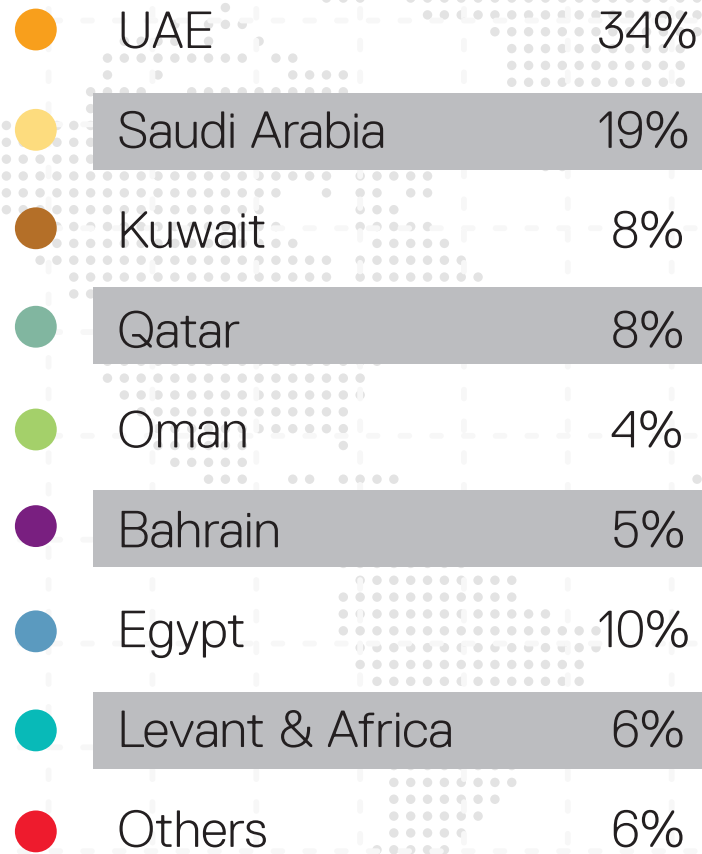
Channel Insights offers a wide array of digital advertising tools to engage with your target audience.



AUDIENCE BY TYPE



AUDIENCE BY REGION



KEY TECHNOLOGIES

+ 5G	+ DIGITAL TWINS
+ CLOUD	+ DATA AND ANALYTICS
+ ARTIFICIAL INTELLIGENCE	+ WI-FI INNOVATIONS
+ CYBERSECURITY	+ NETWORKING TECHNOLOGIES
+ MACHINE LEARNING	+ AUTOMATION
+ INTERNET OF THINGS	+ BLOCKCHAIN
+ SMART TECHNOLOGIES	+ PRODUCT RELEASES

MARKETING OPPORTUNITIES

VIDEOS

E-BOOK / SUPPLEMENTS

FEATURE / BLOG SPONSORSHIP

BESPOKE EVENTS

PRINT ADVERTISEMENTS

NEWSLETTER PROMOTION

CUSTOM MAILERS

BANNER ADVERTISING

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